The Current State of Modes of Expression in Storm and Flood Coverage in Vietnamese Online Newspapers

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ABSTRACT

This paper analyzes the current state of multimedia element usage and headline characteristics in storm and flood communication across Vietnamese online news outlets. The study examined 1,516 news articles covering four major storms (Molave, Son Ca, Noru, and Yagi) across three media organizations: VnExpress, Dân trí, and Nông nghiệp và Môi trường. The results reveal a significant imbalance, with press photography dominating overwhelmingly (73.5%), whereas graphics and maps accounted for only 9.3%. Regression analysis demonstrated that video was the sole statistically significant factor driving comment engagement. Regarding headlines, news outlets prioritized highly recognizable keywords; however, a divergence emerged in the use of emotionally evocative language, heavily driven by Search Engine Optimization (SEO) pressures.

Keywords: Disaster communication, online newspapers, multimedia, journalistic headlines, storms and floods.

INTRODUCTION

Against the backdrop of global climate change, extreme weather events such as storms and floods occur with high frequency and fierce intensity, causing the most severe damage in Vietnam. The digital media environment demands that online newspapers fully leverage their functions of early warning, behavioral guidance, and risk governance through data visualization and content framing. Grounded in Framing Theory (Goffman, 1974; Entman, 1993), communication science asserts that journalism shapes public perception by selecting, organizing, and emphasizing specific aspects of events.

Numerous international studies have pointed out the journalistic tendency to overuse sensationalist framing and tragicize disasters. Munandar and Basuki (2021) observed that while negative wording and dramatic imagery capture immediate attention, they can easily lead to misperceptions and diminish the community's practical response efficacy. Through the lens of "ritual communication" Su (2020) identified how news media intertwine factual reality with emotional expressions to mitigate socio-psychological disturbances. In Vietnam, Nguyen Minh (2020) emphasized that journalism not only reflects reality but also shapes stakeholder behavior by controlling news frames. A survey by Nguyen Thi Thuy Hang and Tran Truong Gia Bao (2023) across major online news outlets highlighted a crisis of public trust stemming from unpersuasive explanatory frames regarding disaster causes. Facing the risk of compassion fatigue caused by repeated exposure to tragic frames, Hautakangas and Ahva (2018) alongside Tran Thi Hoa Mai (2023) urge news organizations to shift toward Solutions Journalism, focusing on providing "action-oriented knowledge" and reflecting adaptive models to transform social behavior.

The boom of digital infrastructure has fundamentally restructured the modes of expression in online journalism, shifting from a one-way broadcasting model to a converged and multidimensional interactive ecosystem. Do Thi Xuan Quyen (2023) affirmed that data visualization, such as flood maps or storm track graphics, reduces the complexity of specialized jargon, enabling the public to easily decode messages and make safety decisions. Dinh Thi Van Trang (2023) pointed out that traditional fragmented text reporting is gradually being replaced by cross-platform real-time live coverage, integrating field videos and live streams. Similarly, the study by David et al. (2016) on the Project Agos platform in the Philippines demonstrated the power of leveraging data journalism and crowdsourced data aggregation to build real-time heat maps and risk maps during disasters.

From the aforementioned findings, it is evident that research on modes of expression in storm and flood communication still exhibits research gaps, particularly a lack of in-depth quantitative evaluations regarding the extent of data visualization (infographics, megastories, heat maps) across the Vietnamese digital news landscape during the historic climate volatility period of 2020-2024.

RESEARCH METHODOLOGY

This study employs Content Analysis as the primary research method to quantify and evaluate the current state of multimedia presentation modalities, news framing techniques, and article structural configurations. A total of 1516 news articles published across three representative online newspapers: VnExpress, Dân trí, and Nông nghiệp và Môi trường were coded and analyzed. Regarding the journal Nông nghiệp và Môi trường, which underwent an administrative merger, historical articles published prior to the restructuring were retrieved using the digital archival database of the current unified domain to ensure consistency and continuity in the dataset.

The empirical investigation focuses on four particularly severe storm and flood disaster events spanning the 2020-2024 period: Typhoon Molave (2020), Storm Sonca (2022), Typhoon Noru (2022), and Typhoon Yagi (2024). For each disaster event, the data collection timeframe extends over a 21-day period, starting 7 days prior to landfall and continuing until 14 days post-dissipation. This temporal window ensures comprehensive coverage across all three phases of the disaster risk management cycle: pre-disaster, intra-disaster, and post-disaster phases.

Articles were selected using native site search engines via targeted, domain-specific keywords including: “Yagi”, “Noru”, “Molave”, “Sonca”, “storms and floods”, “natural disasters”, “disaster prevention and control”, among others.

The categories for 'general keywords' and 'specific storm names' are not mutually exclusive. A single news article may incorporate both a general keyword and a specific storm name in its headline, which accounts for the overlapping percentage distributions in the keyword analysis.

To ensure scientific objectivity and rigor, a random sample of 200 articles was selected for pilot coding conducted by two independent coders. The inter-coder reliability test yielded an agreement rate of 95.45% (exceeding the standard baseline threshold of 80%), demonstrating high precision and reliability of the analytical coding scheme.

Statistical analyses were performed using SPSS software. Descriptive statistics were generated alongside nonparametric Spearman rank correlation and multiple linear regression analyses to measure the specific empirical impacts of various multimedia formats on audience engagement levels, operationalized by comment volume.

RESEARCH FINDINGS

Extent of Utilization of Visual Elements, Graphics, and Video Clips

The analysis of 1516 news articles across three online news outlets indicates the following:

Out of the total 1516 storm and flood news articles examined, the researcher surveyed the frequency of three main types of multimedia elements in disaster journalism, totaling 1638 instances: actual field photographs (1204 instances), video clips (282 instances), and graphics/maps (152 instances). The survey data reveal that actual field photographs were the most frequently utilized multimedia element in storm and flood reporting, accounting for 1204 instances. Specifically, the number of actual photographs was 4.27 times higher than that of videos and 7.92 times higher than that of graphics/maps.

The overwhelming predominance of actual field photographs, accounting for approximately 73.5% of all surveyed multimedia elements, can be attributed to their immediacy, ease of collection, and ability to visually and powerfully convey information, emotion, and the severity of natural disasters. Although video clips

comprised only about 17.2% of the total multimedia elements, they played a crucial role in providing dynamic context, depicting event progression, and significantly enhancing the authenticity of news reports. Finally, graphics and maps were the least used multimedia elements among the surveyed outlets, standing at only 152 instances (9.3%). The low frequency of graphics and map usage in disaster reporting may stem from higher technical, temporal, and resource demands required to create graphics/maps compared to taking photographs or shooting videos. Nonetheless, graphics and maps remain essential for visualizing complex data and offering spatial, scalar, and predictive disaster information, such as storm trajectories and flooded areas.

The aforementioned data highlight a significant imbalance in the prioritization and deployment of multimedia elements within disaster journalism. The surveyed news organizations tend to concentrate heavily on emotional cues and immediate visual evidence, predominantly through the use of "actual field photographs".

Although images and videos demonstrate strong performance in generating emotional impact, driving audience engagement, and attracting readers, the low frequency of graphics and map usage reveals a functional gap in providing analytical context regarding disaster severity and essential spatial information (e.g., coverage, movement paths, and affected zones) necessary for the public's comprehensive understanding of natural disasters. Consequently, the paucity of these elements may hinder a holistic public grasp of disaster phenomena and diminish the in-depth orientational value of news products.

To enhance the scientific rigor and data-driven orientation of disaster journalism, newsrooms must increase investment and strategically integrate analytical elements. Specifically, prioritizing and expanding the use of infographics and maps can help strike a balance between event narrative and emotional arousal, thereby providing in-depth information and multidimensional analysis.

The results of the Spearman non-parametric correlation analysis with $N = 1{,}516$ articles indicate a positive relationship between the total number of multimedia elements (Total Multimedia Elements) and the number of comments **(**Comments**).**

Although the correlation is statistically significant ($p < 0.001$), the correlation coefficient ($r_s = 0.146$) indicates that the association between multimedia utilization and comment volume is relatively weak.

Table 1: Spearman Correlation Matrix

			Total Multimedia Elements	Comments
Spearman's rho	Total Multimedia Elements	Correlation Coefficient	1.000	0.146^{**}
		Sig. (2-tailed)	0.0	0.000
		N	1516	1516
	Comments	Correlation Coefficient	0.146^{**}	1.000
		Sig. (2-tailed)	0.000	0.00
		N	1516	1516
Source: Author's SPSS processing results, 2026				

To elucidate the specific contribution of individual multimedia formats, such as videos, actual photographs, and graphics, a multiple linear regression analysis was conducted with "Number of Comments" as the dependent variable.

The test results demonstrate that the regression model is statistically highly significant, $F(3{,}1512) = 14.175, p < 0.001$. However, the coefficient of determination ($R^2 = 0.027$) indicates that these multimedia

formats account for only 2.7% of the variance in comment volume. This accurately reflects the reality that reader engagement is primarily driven and determined by intrinsic information factors, such as content depth, timeliness, or topic controversy, rather than technical formats alone. Furthermore, a detailed examination of the regression coefficients reveals distinct variations:

Video is the sole factor exhibiting a statistically significant positive effect ($B = 15.208, t = 6.438, p < 0.001$). The inclusion of video clips significantly increases the volume of comments per article.

Actual Photographs and Graphics/Maps: Neither format exerted a statistically significant effect on comment volume within the sampled population ($p = 0.670$ and $p = 0.466$, both exceeding the 0.05 threshold). Consequently, there is insufficient evidence to assert that these static formats directly stimulate readers to post comments.

Table 2: Multiple Linear Regression Results on the Effects of Multimedia Elements

Model					t	Sig.
		Unstandardized Coefficients (B)	**Std. Error**	**Standardized Coefficients (Beta)**		
1	(Constant)	10.394	1.832		5.673	0.000
	Actual field photographs	0.792	1.860	0.011	0.426	0.670
	Video	15.208	2.362	0.166	6.438	0.000
	Graphics, maps...	1.756	2.408	0.018	0.729	0.466

Source: Author's SPSS processing results, 2026

The analytical results indicate that journalistic works integrating video content attract higher levels of audience engagement. Within the digital news ecosystem, video formats possess strong visual and emotional appeal, thereby triggering public feedback and discussion more effectively than plain text articles.

The statistical model confirms that video content has a positive effect on comment volume ($p < 0.001$). However, the explanatory power of this technical variable remains very low ($R^2 = 2.7\%$). This demonstrates that multimedia formats serve merely as a minor catalyst, whereas reader engagement continues to be governed predominantly by event-intrinsic variables (such as disaster severity or human loss) or extrinsic factors not included in the present model.

Headline Characteristics of News Articles Covering Storm and Flood Disasters

In digital journalism generally, and disaster risk communication specifically, headlines play a crucial role as they serve not only an informative function but also act as a strategic framing tool to direct readers' cognitive and emotional responses. Overall statistical analysis across the three surveyed outlets indicates that the vast majority of headlines are of moderate length, not exceeding 75 characters, exhibiting a concise, succinct, and visually evocative style tailored to the display constraints of online news interfaces. However, headline framing strategies vary across newsrooms regarding keyword usage frequency, the specification of storm names, and the deployment of emotion-evoking, attention-grabbing language.

Statistical findings reveal that all three online outlets frequently feature highly recognizable primary keywords, such as *"bão"* (storm), *"lũ"* (flood), *"lũ lụt"* (flooding), *"thiên tai"* (disaster), *"mưa lớn"* (heavy rain), *"sạt lở"* (landslide), or specific storm designations like *"Yagi"*, *"Noru"*, *"Molave"*, *"bão số 3"* (Storm No. 3), and *"bão số 9"* (Storm No. 9) at rates exceeding 70%. This reflects a deliberate editorial priority toward direct thematic presentation. *VnExpress* recorded the highest proportion, with 450 out of 537 headlines containing

specific keywords (83.8%), leaving only 87 articles with generic phrasing lacking explicit storm identification keywords. *Dân trí* and *Nông nghiệp và Môi trường* both recorded a rate of 74.5%, with *Dân trí* incorporating primary keywords in 510 out of 685 headlines, and *Nông nghiệp và Môi trường* including keywords in 219 out of 294 headlines. This strategic prioritization demonstrates a reliance on strong, distinctive keywords to maximize search accessibility and topic recognition while avoiding information diffusion.

Frequency of General Keyword Usage

Regarding the frequency of general primary keywords (e.g., *"bão"*, *"lũ"*, *"lũ lụt"*, *"thiên tai"*, *"mưa lớn"*, *"sạt lở"*), *Dân trí* led the sample, with 32.4% of its surveyed articles featuring general identification keywords. In comparison, the usage rate stood at 28.4% for *Nông nghiệp và Môi trường* and 26.4% for *VnExpress*. Representative headline examples of this style include: *"Khôi phục rừng sau bão: Bộn bề khó khăn"* (Post-storm forest restoration: Overwhelming difficulties), *"Phòng, chống dịch bệnh cho vật nuôi hậu mưa bão"* (Livestock disease prevention following heavy storms), *"Sau bão là nỗi lo 'biển nuốt bờ'"* (After the storm comes the fear of 'sea swallowing the shore'), *"Giàn hoa giấy Hội An trơ trụi sau bão"* (Hoi An paper flower trellises left bare after the storm), *"Bờ biển Đà Nẵng tan hoang sau bão"* (Da Nang coastline devastated after the storm), *"Chạy lụt trong bệnh viện"* (Evacuating floodwaters inside hospitals), *"Người Hà Nội long đong chạy lũ"* (Hanoi residents struggle to escape floodwaters), *"Trắng tay sau lũ dữ"* (Left empty-handed after fierce floods), and *"Dọn bùn sau lũ"* (Clearing mud after floods). Data analysis indicates that *Dân trí* exhibits a noticeably stronger "topicalization" tendency, continuously updating breaking news and embedding headlines with high-volume search engine keywords.

Incorporation of Specific Storm Names in Headlines

VnExpress registered the highest volume of headlines containing proper storm names, totaling 305 articles (56.8% of its surveyed sample). *Dân trí* followed with 287 articles (41.9%). Although *Nông nghiệp và Môi trường* published 192 such articles, this accounted for 65.3% of its total coverage.

Across the four analyzed disaster events, *Yagi* emerged as a dominant keyword due to the sheer magnitude of its impact. When a proper storm name becomes a "trending" keyword, it inherently attracts reader attention and establishes a distinct thematic identity. Conversely, *Nông nghiệp và Môi trường* demonstrated a preference for ordinal numerical designations (e.g., using "Storm No. 3" instead of "Storm Yagi"). While ordinal naming aids short-term recall within a given calendar year, it hinders long-term keyword searchability due to the annual repetition of numerical storm indexes.

Emotional and Attention-Grabbing Headline Language

Across the four disaster events, a total of 212 headlines (approximately 14% of the total sample) utilized language intended to evoke emotion and capture reader attention. *Dân trí* dominated this category, accounting for 135 out of the 212 emotional headlines (63.7%), representing 19.7% of its total published articles. In contrast, *Nông nghiệp và Môi trường* and *VnExpress* maintained a more neutral reporting stance, featuring attention-grabbing emotional headlines in only 34 articles (11.6%) and 43 articles (8%), respectively.

The analysis identifies three primary linguistic techniques used to generate emotional and dramatic effects in Vietnamese online disaster reporting:

Use of strong verbs and hyperbolic/extreme adjectives: Keywords such as *"tang thương"* (tragic/grief-stricken), *"kinh hoàng"* (horrific), *"lịch sử"* (historic), *"kỷ lục"* (record-breaking), *"nghiêm trọng"* (severe), *"mưa trắng trời"* (blinding torrential rain), *"mất trắng"* (total loss/left empty-handed), *"khủng khiếp"* (terrible), *"tan hoang"* (devastated), *"khóc nghẹn"* (choking back tears), *"ám ảnh"* (haunting), *"thổi bay"* (blown away), *"càn quét"* (sweeping through), *"dữ dội"* (ferocious), *"siêu bão"* (super typhoon), *"la liệt"* (strewn everywhere), *"nặng nề"* (heavy), *"tàn phá"* (ravaged), *"thảm họa"* (catastrophe), *"xóa sổ"* (wiped out), and *"sốc"* (shocked). Notable headline examples include: *"Đà Nẵng mất trắng gần 1500 tỷ đồng trong trận ngập lụt lịch sử"* ("Da Nang suffers near total loss of 1.5 trillion VND in historic flood") and *"Dòng nước khủng khiếp xô đổ tường, cuốn trôi ô tô ở Đà Nẵng"* (Terrifying water torrent knocks down walls, sweeps away cars in Da Nang) from

Dân trí; *"Những người vật lộn với lũ cứu dân"* (People wrestling with floods to save citizens), *"Mất trắng tài sản sau vỡ đê sông Lô"* (Total loss of property following Lo River dike breach), *"Ám ảnh của cô giáo mầm non ở Làng Nủ"* (Haunting memories of a kindergarten teacher in Nu Village), and *"Người dân sốc vì phố phường tan hoang sau bão Yagi"* (Residents shocked by devastated city streets post-Typhoon Yagi) from *VnExpress*; as well as *"Bão số 3 gây thiệt hại kỷ lục, tàn phá ngoài sức tưởng tượng"* (Storm No. 3 causes record damage, unimaginable destruction) and *"Trắng tay sau bão dữ, lời hiệu triệu toàn ngành Nông nghiệp khôi phục sản xuất"* (Empty-handed after fierce storm, a call to action for the entire agricultural sector to restore production) from *Nông nghiệp và Môi trường*. This vocabulary elevates emotional intensity to elicit empathy and capture reader focus.

Personification of natural phenomena and hyperbolic comparisons: Portraying storms and floods as supernatural forces through phrasing such as: *"Bão Yagi tấn công Hà Nội"* (Typhoon Yagi attacks Hanoi), *"Cả đoạn đường 'dịch chuyển' 6m"* (Entire road segment 'shifts' 6 meters"), *"Hố tử thần' ngoạm nửa mặt đường"* ('Sinkhole of death' swallows half the road surface), *"Lũ 'xé toạc' đường ven biển Đà Nẵng"* (Floodwaters 'rip open' Da Nang coastal road), *"Sóng lớn 'nuốt chửng' dãy nhà ven biển Hội An"* ("Massive waves 'swallow whole' coastal houses in Hoi An"), and *"Hà Nội: Gió mạnh 'quật ngã' người đi đường, cây xanh bật gốc đổ la liệt"* (Hanoi: Strong winds 'knock down' commuters, uprooted trees lie strewn about). While personification vividly conveys disaster consequences and facilitates mental visualization, it raises questions regarding journalistic objectivity and semantic precision.

Concise, polysemous, and evocative headlines: Examples include *"Bão nay"* (Storm today), *"Tang thương Làng Nủ"* (Grief in Nu Village), *"Tan hoang vì bão Yagi"* (Devastation from Typhoon Yagi), *"Trong mắt bão Yagi"* (In the eye of Typhoon Yagi), *"Trắng tay sau bão Yagi"* (Left with nothing after Typhoon Yagi), *"Hỗn loạn vì siêu bão Yagi"* (Chaos due to Super Typhoon Yagi), *"Xuyên đêm ở nơi phân tích 'mắt' bão Yagi"* (All night at the center analyzing the 'eye' of Typhoon Yagi), *"Đêm chạy lũ không kịp trở tay"* (A night escaping floods caught off guard), and *"Sự sống nảy mầm sau bão lũ"* (Life sprouts after storms and floods).

Overall, deploying emotion-evoking language in headlines represents a salient characteristic of digital news outlets aimed at capturing audience interest and increasing click-through rates (CTR). Nevertheless, this practice entails risks of distorting audience perception. Among the three outlets, *VnExpress* maintained a restrained and selective headline lexicon, prioritizing factual and event-based reporting over emotional framing. Conversely, *Dân trí* displayed a pronounced reliance on intense emotional framing and sensationalized phrasing to drive readership.

Dynamic Framing Shift Aligned with Severity Levels

Headline phrasing adapted dynamically to the escalating severity of disaster impacts. Headlines typically progressed from purely informative announcements to heightened risk warnings highlighting catastrophic damage. For instance, *VnExpress* coverage of Typhoon Yagi transitioned chronologically from an initial advisory, *"Bão Yagi vào biển Đông"* (Typhoon Yagi enters the East Sea), to escalating warnings: *"Bão Yagi tăng cấp, khả năng ảnh hưởng toàn miền Bắc"* (Typhoon Yagi intensifies, likely affecting the entire Northern region), *"Bão Yagi sẽ lên cấp 14, có thể đánh chìm tàu lớn"* (Typhoon Yagi to reach Force 14, capable of sinking large vessels), *"Bão Yagi mạnh lên cấp 15"* ("Typhoon Yagi strengthens to Force 15"), *"Yagi mạnh lên thành siêu bão"* (Yagi intensifies into a super typhoon), *"Bão Yagi vào vịnh Bắc Bộ, sức phá hoại vẫn cực kỳ lớn"* (Typhoon Yagi enters the Gulf of Tonkin, destructive power remains immense), and ultimately *"Tan hoang vì bão Yagi"* (Devastation from Typhoon Yagi). This progression demonstrates how physical disaster scale dictates headline lexical choices while showcasing the linguistic adaptability of journalistic narrative strategies during evolving crisis events.

A synthetic evaluation of the 1,516 disaster headlines reveals four salient features:

High timeliness and topical urgency: Evidenced by the frequent deployment of core keywords such as "bão" (storm), "lũ" (flood), "lũ lụt" (flooding), "thiên tai" (disaster), "mưa lớn" (heavy rain), and "sạt lở" (landslide).

Event-specific personalization trend: Facilitated by embedding proper storm names to enhance immediate topic

identification.

Linguistic diversity with sensational/emotional tendencies: Marked by the presence of emotionally charged and click-oriented phrasing.

Dynamic adaptability: Reflected in the lexical shift corresponding to disaster severity levels.

In the digital transformation era, Search Engine Optimization (SEO) is imperative for ensuring prompt dissemination of early warning information to the public. However, rigid and mechanical application of SEO techniques has induced a phenomenon of "headline homogenization" while neglecting local audience segments. Consequently, localized news orientation is neutralized; while overall pageviews may increase, news items fail to reach audiences in core high-risk areas who critically require localized safety and navigation information.

RECOMMENDATIONS

Balancing multimedia formats: Newsrooms must enhance the application of data journalism, specifically infographics and interactive spatial maps, to bridge the gap in explicating the scale and forecasting the trajectories of storms, rather than relying exclusively on tragic on-site imagery.

Moderating emotional language: It is imperative to strictly monitor the use of hyperbolic and sensationalist vocabulary in headlines to uphold scientific objectivity and journalistic neutrality, thereby preventing unnecessary public panic.

Aligning SEO optimization with social responsibility: Rather than employing mechanistic SEO formulas, articles should construct audience-segmented headlines to deliver precise warnings to residents in high-risk zones. Concurrently, emphasis should be placed on "translating" academic meteorological terminology into accessible, layperson language.

CONCLUSION

The current state of presentation modalities across the surveyed Vietnamese online newspapers in their coverage of storms and floods reveals a distinctly responsive yet skewed tendency. The prioritization of real-life imagery and emotionally charged headlines enables the press to effectively capitalize on the urgency of breaking news and generate rapid audience engagement. However, the dearth of in-depth data visualization methods (such as graphics and maps), coupled with the commercial pressures of SEO, impedes online newspapers from maximizing their role in orienting scientific solutions. Consequently, this limits their capacity to assist the community in formulating sustainable risk management strategies.

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